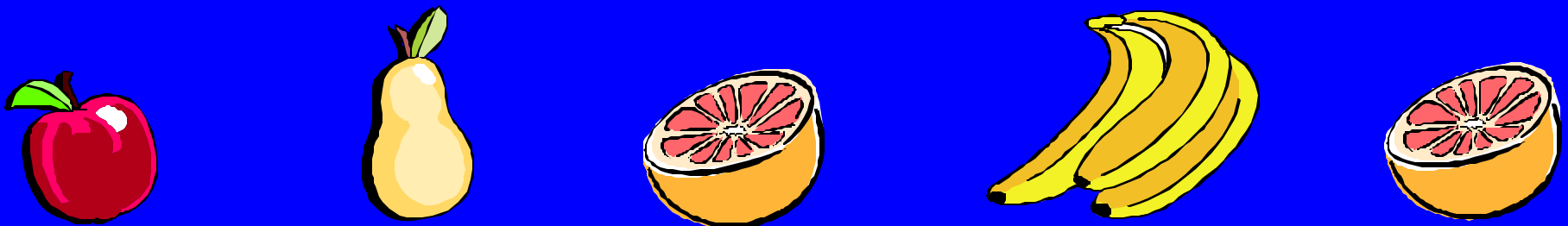
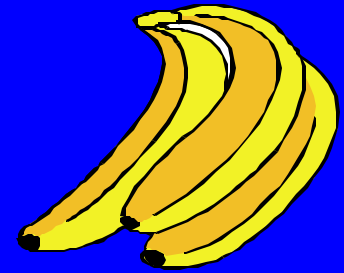


Developing the five-a-day programme in England

Imogen Sharp
Department of Health, England





Increasing fruit and vegetable consumption is regarded by experts as the second most important strategy for cancer prevention after reducing smoking

N Day, 2000 (unpublished)

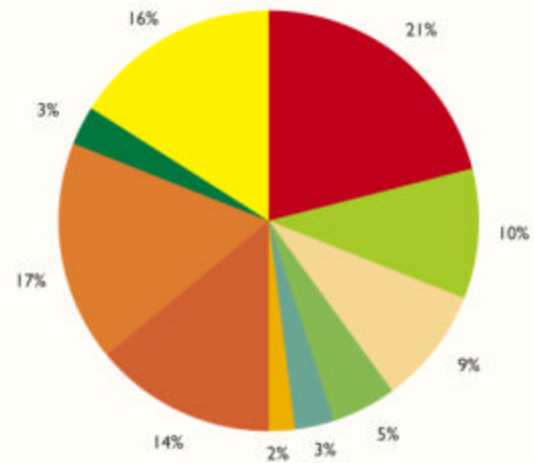
Saving Lives: Our Healthier Nation (July 1999)



Target

To reduce deaths from coronary heart disease and stroke and related illnesses among people under 75 by **at least 40% by 2010**
(saving up to 200,000 lives)

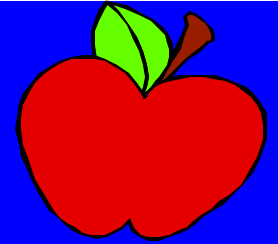
**Main causes of death in England
– all ages**



- Coronary heart disease
- Stroke
- Other cardiovascular disease
- Lung cancer
- Colorectal cancer
- Breast cancer
- Other cancers
- Respiratory disease
- Injury and poisoning
- All other causes

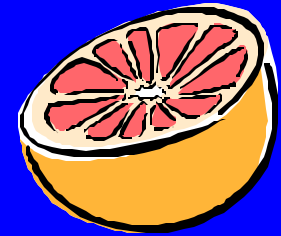
Persons in England, 1999
Source: Office for National Statistics (ONS)

Diet and nutrition - size and nature of the problem



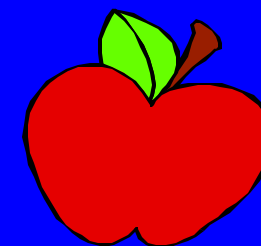
- Good evidence that diet rich in fruit and vegetables can protect against chronic diseases, including coronary heart disease and cancer
- Target of at least five portions of fruit and vegetables a day (400g) has been advocated by COMA and WHO
- Intakes in the UK are among the lowest in Europe
- Wide social class differences in consumption of fruit and vegetables: lowest consumption levels among lowest income groups
- Among children, intakes are particularly low, and social class differences are reflected
- A further benefit of fruit and vegetables is displacement of fat in diet

Children growing up in disadvantaged families are about 50% less likely to eat fruit and vegetables than those in high-income families



The NDNS Survey 4-18 year olds (2000)

Fruit and vegetable consumption in different socioeconomic groups



Socioeconomic group	1 & 11 Men	Women	111 Non-manual Men	Women	111 Manual Men	Women	IV & V Men	Women
Fruit	86g	98g	72g	100g	53g	61g	48g	50g
Vegetables	166g	142g	143g	132g	142g	113g	137g	106g
Fruit juice	57g	55g	40g	47g	28g	27g	12g	31g
Total fruit, veg & fruit juice/day	309g	295g	255g	279g	223g	201g	197g	187g
Total, men & women combined	302g		267g		212g			192g

All aged 16-64

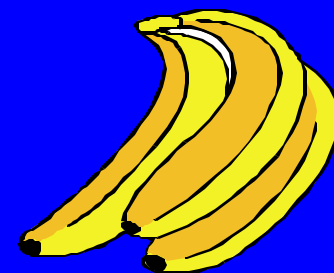
Mean consumption of fruit and vegetables = 244g per day

The NHS Plan (July 2000)



Eating at least five portions of fruit and vegetables a day could lead to estimated reductions of up to 20% in overall deaths from chronic diseases, such as heart disease, stroke and cancer

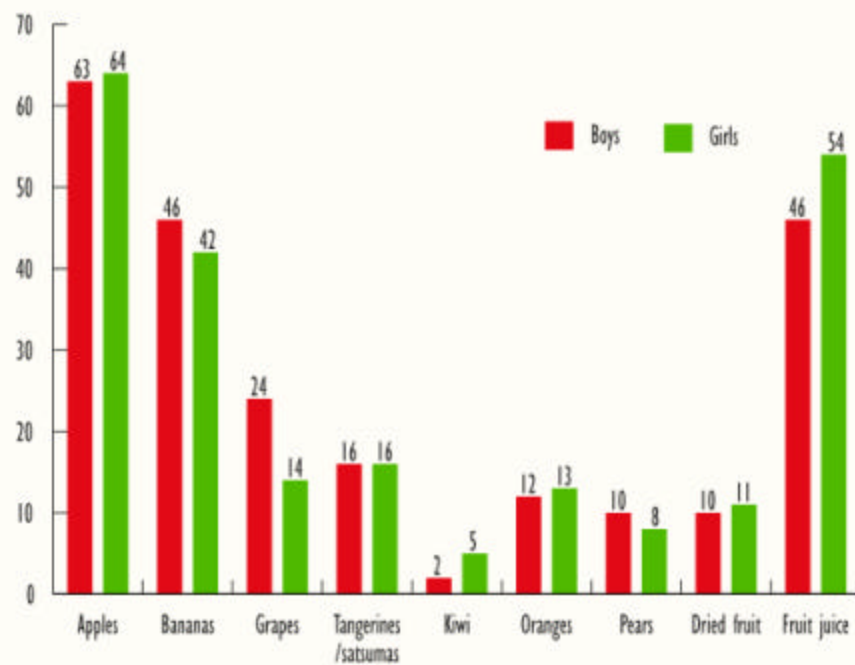
National Diet and Nutrition Survey (2000)



Among four to six year olds

- One in 10 eat no fruit
- A third eat no apples or pears
- Half drink no fruit juice
- Three in 10 eat no tomatoes
- About half eat no peas
- Three in five eat no leafy green vegetables

**Percentage of 4–7 year olds
eating different types of fruit in
a week**



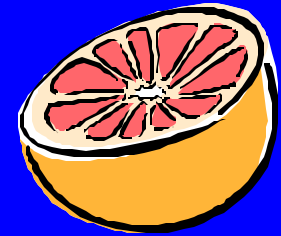
Source: National Dietary and Nutrition Survey of Children, 2000¹⁰

Government commitment: five-a-day programme



- The NHS Plan (July 2000)
 - five-a-day programme
 - the National School Fruit Scheme
 - work with industry to increase provision and access
 - communications programme

Working in partnership



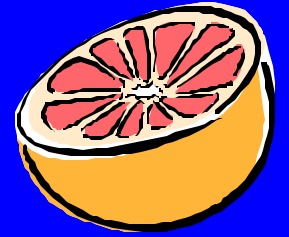
- Led by Department of Health
- In partnership with:
 - other government departments and agencies, eg
 - Food Standards Agency
 - Ministry of Agriculture, Fisheries and Food
 - Department for Education and Employment
 - Health Development Agency
 - food industry - producers, retailers, caterers
 - consumer, health, education, children and parent organisations

Five-a-day Pilot Projects



- To develop a coordinated approach to increase consumption
- Will test the feasibility and practicalities of evidence-based community approaches to improving and increasing awareness
- Targeting one million people in five areas of England
- Types of intervention:
 - working with retailers and farmers' markets
 - setting up food cooperatives and a delivery service
 - working with workplaces and leisure services in canteens

Evaluation of pilot projects



- Local and national evaluation being carried out
 - dietary surveys - consumption and attitudes
 - process evaluation, eg
 - focus groups
 - indepth interviews
 - observations
 - diaries
 - participatory approaches

The National School Fruit Scheme



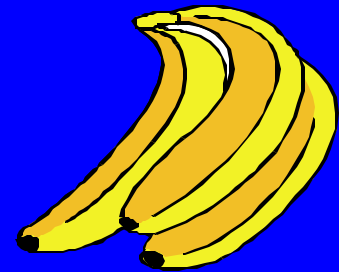
- The National School Fruit Scheme will entitle every school child aged four to six in infant schools to a free piece of fruit each school day, as part of the government's goal to improve children's diets.
- Developed through pilots
- Across England by 2004

Key features



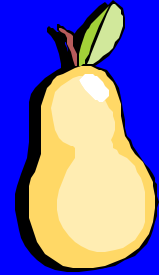
- Funded and led by the Department of Health
- A voluntary entitlement
- The main aims:
 - provide children with free fruit (preferably at morning break) which they enjoy eating
 - increase consumption of fruit and vegetables by children and their families
- Whole classes
- Minimal burdens on schools
- positive overall impact on school life
- Curriculum based materials

Involving stakeholders & building support



- Other government departments
- Researchers
- Industry (Minister)
- Stakeholders eg health/consumer/education groups and industry

Pilots - three stages



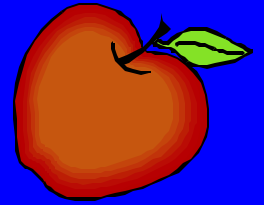
- Farm to school gate
 - getting the fruit delivered to schools
- School gate to child's hand
 - distributing fruit in the school
- Child's hand to mouth
 - encouraging children to eat the fruit

Timetable



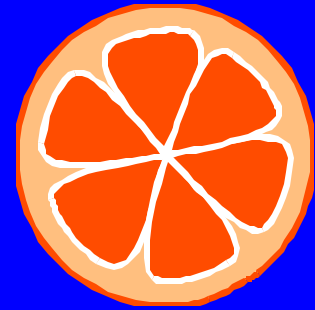
- Autumn pilot 2000: 32 schools
 - gate to hand
- Spring Pilot 2001: around 500 schools
 - farm to gate
 - gate to hand
- Summer 2001 onwards
 - hand to mouth
- Phased national roll-out

Evaluation



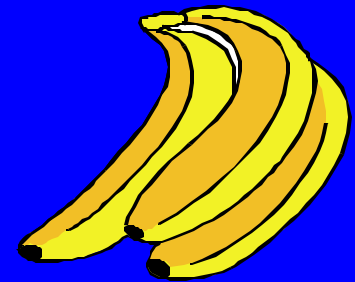
- Each stage evaluated to ascertain most effective method
 - process evaluation
 - baseline NDNS
 - dietary assessment
 - impact on consumption patterns

Evaluating each stage



- Farm to gate
 - purchase and distribution
 - who involved?
 - quality and best value
 - national standards and local flexibility
- Gate to hand
 - time and methods for distribution
 - principal tasks and people involved
 - factors for success in schools
- Hand to mouth
 - how research projects work in real life
 - value of teaching materials
 - impact of scheme on children's diet and attitudes
 - attitudes of key adults and older children

Making a success of the Scheme



- Positive and fun
- Involving older children
- Enthusiasm and positive role models
- Classroom activity
- Involving whole school and family

Preliminary results



- Scheme very well received in schools “*the most positive scheme for ages*”
- Children look forward to fruit
- Waste and storage not a problem
- Fewer complaints of mid-morning hunger
- A calming effect? “fewer fights” in one school
- All schools want to continue fruit
- Burden on teaching staff? “*I don’t know what all the fuss is about - it’s only giving out fruit - no big deal*”

Good for health and good for business



- National School Fruit Scheme
 - 400 million pieces of fruit/year - equivalent to 40% of British apple market
- Plus
 - school meal standards - regulations April 2001 - one fruit and one vegetable
 - five-a-day programme and local initiatives

